The Adventurer’s Guide to CCTV

Cambridge Community Television Annual Report 2019
Hello Friends,

As I write this we are facing challenging times and as important it is to be together in one space, we are holding our annual meeting “virtually.”

This doesn’t mean our spirits aren’t together. We are as tightly knit as ever.

As in 2019, and thanks to the efforts of our wonderful staff, CCTV remains fiscally stable. Also thanks to them, we are a vital, local resource, hosting virtual meetings and forums to keep our City up-to-date on our effort to contain COVID19.

Please stay safe and take care. We will be together, in person, soon.

Beverly Mire, President
CCTV Board of Directors
## Contents

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td>2</td>
</tr>
</tbody>
</table>
| **Chapter 1** Media Training  
Exploration                                                                 | 4 |
| **Chapter 2** Immersive Media  
Wilderness Trail                                                                 | 6 |
| **Chapter 3** Media Production  
Mountain                                                                                 | 8 |
|                                                        
Municipal Production  
Guided Trail                                                                 | 11 |
| **Chapter 4** Programming  
Expedition                                                                 | 12 |
| **Chapter 5** Youth Media Program:  
Junior Rangers                                                                 | 14 |
| **Chapter 6** Cambridge News  
Campground                                                                 | 16 |
| **Chapter 7** Senior Technology  
Foot Trail                                                                 | 18 |
| **Chapter 8** Take the Scenic Route:  
Special Screenings                                                                 | 19 |
|                                                        
Karen Aqua Gallery                                                                 | 20 |
| **Chapter 9** Annual Jamboree                                                                 | 21 |
|                                                        
Metrics Mile: By the Numbers                                                                 | 22 |
|                                                        
Organizations Served                                                                 | 23 |
| **Chapter 10** Outfitter’s Corner:  
2019 Capital & Facilities Report                                                                 | 24 |
|                                                        
Fundraising Region                                                                 | 26 |
|                                                        
2019 Financial Statements                                                                 | 29 |
|                                                        
Board & Staff                                                                 | 30 |
If you’re looking to embark on an educational adventure, CCTV’s Media Training Program is the path to explore! The Media Training Program is a cutting edge, innovative resource that offers students the opportunity to develop their skills technically, conceptually and artistically. CCTV utilizes highly skilled and talented trainers, professional production equipment, and offers access to an array of software and technological tools. The Media Training Program continues to expand and further develop its offerings every year, and this year is no different.

From Rails to Trails

In 2019, CCTV offered 93 exciting and diverse classes in the general training program, created in response to member requests and current innovations and trends. New and adventurous classes included 3D You, 3D Me: Intro to 3D Character Design, Acting for Film, Theatre & TV, Sketch Comedy: Writing & Video, 360 Filmmaking and many more.

CCTV integrated Super Orientation nights where potential members learn what CCTV is all about and have the opportunity to take mini-classes to discover where their interests lie. These orientations have quickly become a staple in CCTV’s training program.

The virtual reality seed that was planted in 2018 continued to grow in 2019 with offerings such as Intro to 360º Cameras, Intro to 3D Environment Design, and 360º Filmmaking.

It was a year of continued collaborations as the Cambridge Public Library and CCTV teamed up to provide classes that helped Cambridge residents develop their technical and artistic skills. This partnership produced 13 new classes with 143 unique...
students. New classes offered included *Fundamentals of Cell Phone Photography, Photo Editing Basics with Photoshop* and *Intro to Video Editing with Premiere Pro*.

It was also a year of continued success collaborating with other local organizations. The Training Program teamed up with Cambridge’s Community Development Department to offer 9 workshops for Cambridge-based small business owners and entrepreneurs. 31 unique students participated in these workshops, which included *WordPress for Businesses, Google Analytics*, and *Social Media Strategy*.

CCTV continued to expand its support for nonprofits, offering technology classes as part of the Cambridge Nonprofit Resource Exchange. Workshops taught in 2019 included *Photography 101: How to Document Your Impact, Instagram for Nonprofits, LinkedIn for Nonprofits, Fundraising with Facebook*, and *Intro to Digital Storytelling for Nonprofits*.

In total, CCTV offered 7 nonprofit technology classes, where 32 unique students had the opportunity to connect with other change makers and use media to deepen their organizations’ impact.

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**Trainers**

Mo Abdo, Caitlin Arcand, Jordy Brazo, Demetria Bridges, Casey Cann, Heather Casaano, Catherine Conley, Sean Effel, Patricia Egessa, Keaton Fox, Brad Glanden, Ellalorraine Greely, Peter Levine, Alyssa Pacy, Emily Parent, Andy Pyman, Xia Rondeau, Sarah Ribiero, Christopher Schmidt, Sharon Squires, Scotty Vercoe, Li Wang, Kevin Wetmore

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**Advance Registration**

**TIP**

is required and is accepted on a first-come basis. Early registration is advised since courses may fill up or be canceled due to low enrollment.
What is immersive media?

“We can define immersive media as technologies that attempt to create, or imitate the physical world through digital simulation. It is the coming together of technology and reality. Examples of immersive media are virtual reality, augmented reality, mixed reality...” (Imagine 4D).

In late 2018, CCTV began to explore virtual reality and 360° filmmaking (immersive media) as an area of interest for the Cambridge community.

Immersive media is a new and emerging field, waiting to be defined by a new generation of creators and artists. CCTV seeks to create opportunities for everyone to contribute to shaping the future of this powerful medium.

In the past year, CCTV’s Immersive Media Program began offering courses in 360° filmmaking and storytelling, 3D art, and integrated virtual reality into youth programming. CCTV has a growing number of 360° cameras and other immersive media equipment for members to use. This includes a Virtual Reality lab, HTC Vive headset equipped with Google Tilt Brush, Insta460 One X camera bundles, Oculus Go, and Samsung Gear360 cameras.
Members have produced a number of 360° films using CCTV’s equipment. Some highlights include member Sean O’Leary’s film CLONES 360°, Xia Rondeau’s Home, Central Square in Virtual Reality produced by youth members Liz Anderson and Toby Mallon, and Pay Attention by Amhed Fassassi, Jameer Silva, and Nahom Woldesenbet.

CCTV’s first ever Immersive Media Screening was held on November 20th. Various 360° films were shown; it was an exciting time and a long trek to arrive at this milestone.

Exploring Virtual Grounds

TIP

is an exciting adventure!

Please be sure to wipe down the VR headset before and after use to help avoid the spread of germs. You may also want to sit if it’s your first time.

Curious About Immersive Media?

TIP

Visit cctvcambridge.org/immersivemedia to learn more about how CCTV is using emerging media, and how you can, too!
Climbing the media production mountain can be a daunting task – but with our amazing group of community members and a can-do attitude, we accomplished an impressive amount in 2019!

**Community Production Recreational Trail**

**CCTV Initiated Productions**

*Carpe Kalendarium/The Cambridge Calendar* is an effort of Cambridge Community Television to keep the community in the know about things happening in our city. Produced by community members and volunteers, and supervised by staff, *The Cambridge Calendar* crew combs through event listings, websites, brochures, listservs, and more, in order to show the greatest number of community and nonprofit happenings in and around Cambridge.

*In Case You Missed It* is a monthly series designed to help catch you up on events around Cambridge that you may have missed. Produced, written, and edited by members, volunteers, and staff, *In Case You Missed It* takes a look at the past month’s events in and around Cambridge and offers them in a condensed form.

*Coming Up Next* is a short-form series highlighting many of the exciting things happening at CCTV.

**Election Coverage**

CCTV broadcasted live 9 City Council and School Committee candidate forums between mid-September and late October, leading up to election night, both on the channels and on our Facebook page. In addition, CCTV recorded 32 candidate spots allowing all certified City Council and School Committee candidates to present their campaign statement on our website and channels. We concluded our
election coverage with a live, 3-hour program broadcasting the results of the elections to the people of Cambridge.

**CCTV Performance Series**
The *Performance Series* celebrates the local arts community by presenting a variety of programs, each open to the public and featuring a live studio audience. In 2019, CCTV presented:
- 8 episodes of *Folked Up*, a showcase/gameshow featuring local musicians,
- 11 episodes of *Cambridge Comedy Underground*, featuring local comedians,
- 8 episodes of *CCTV’s Live Open Mic*, hosting musicians, poets, comedians, puppets, and more,
- 3 episodes of a *Story Club Boston*, showcase of storytellers, and
- the first episode of *Who Knows Cambridge*, a Cambridge trivia game show.

Thank you to all who were a part of these productions!

**A Sampling of Productions by Members**

**Mercedes Soto**  In 2019, Mercedes produced two episodes in her ongoing series, *Cambridge Dyslexia Stories*. In this series, community members share their experiences learning and living with dyslexia. Mercedes also documented the *Cambridge Lights Up City Hall Red* event for World Dyslexia Day, October 4th.

**Sean O’Leary**  Sean produced four entries in his 360 video series, *Clones, Colosseum Cruise, Ouija*, and *Sacrifice (Even More Blood)*. These videos were produced with CCTV’s new 360° equipment.

**Event Coverage**

**January**
Dr. Martin Luther King, Jr. Day Celebration
TTT Mentor Program 20th Annual Project Day

**February**
AI and Society
NAACP Dr. Martin Luther King, Jr. Brunch
Cambridge Historical Society Opening Conversation – How Does Cambridge Engage?
Race Recovery Series: Fake News Black Truths

**March**
How to be Happy
Songs of the Other: A Concert Celebrating Immigrants
Women’s Economic Empowerment Town Hall
Vigil for the Victims of the New Zealand Mosque Attacks
Women’s History Month Breakfast: The Story Behind Her Success
Horizons Lecture: DNA Testing and the Pursuit of an American Identity

**April**
You Say You Want A Revolution
Cambridge Historical Society History Cafe
Race Recovery Series: Owning Our Masters
Stringed Theory
**Event Coverage (cont.)**

**May**
- Speech Police
- Cambridge Community Chorus
  - Presents Mendelssohn’s Elijah
- Cambridge Community Center
  - 90th Anniversary Gala
- Race Recovery Series: Elder’s Circle
- Cambridge Community Foundation Salutes!

**June**
- The Era of Personal DNA Testing
- Cambridge Arts Council RiverFest Interviews
- Galluccio Associates 23rd Annual Youth Sports Recognition Breakfast

**September**
- Authors@MIT | Leah Plunkett: Sharenthood Book Launch
- Candidate Forum: ABC City Council Forum
- Candidate Forum: Ward 6 City Council Forum
- Horizons: Storage — the Key to Making Renewable Energy Work
- Candidate Forum: Green Cambridge City Council Forum
- Gena Bean Group Meditation
- Cambridge Historical Society History Cafe at the Central Square Theater
- Saint Mary of the Annunciation Build The Faith Music Fest

**October**
- Cambridge Dispute Settlement Center Training
- Candidate Forum: Ward 6 School Committee
- Candidate Forum: Cambridge Education Association School Committee Forum
- Candidate Forum: Cambridge Citizens Coalition Candidate Forum
- Candidate Forum: PSNA City Council Candidate Forum
- Smoke This Ribfest 2019
- Dream Big 2019: Protecting Democracy by Defending the Vote
- Candidate Forum: CEOC Forum
- Candidate Forum: Small Property Owners Association (SPOA) Candidate Forum
- Conversations on the Edge: Climate Change in Cambridge
- Halloween Live!

**November**
- The Count: Live Election Night!
- A Civil Discussion in an Uncivilized World
- Horizons #8 The Human Genomic Revolution: Past, Present, and Future

**December**
- Handprints on Hubble
- Cambridge Area Stronger Together Impeachment Rally
- Cambridge Community Chorus Fall Concert

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**Where To Watch**

**TIP**

CCTV’s programming is available to watch on:

- Roku
- Apple TV
- Amazon Fire TV
- Vimeo.com/cctvcambridge
- cctvcambridge.org/watch
- Channels 8, 9 & 96

Cambridgeport Neighborhood Association Meeting About Inner Belt
Haitian Baptist Church 40th Anniversary
Municipal Production
Guided Trail

CCTV completed a fourth year of production work for the City of Cambridge, producing 39 short videos that were shared on Facebook, YouTube, Twitter, 22-CityView, CCTV, and more. These pieces complemented the City’s existing communications work and helped deliver important messages to residents and visitors. CCTV has produced more than 175 videos for the City as of December 31, 2019.

We began a new miniseries of employee profile pieces featuring city workers in different departments. By the end of 2019, viewers were able to see videos about Emily Gonzalez in the Cambridge Historical Commission and Pardis Saffari of the Community Development Department. Both provided interesting insights into the roles and careers of these city employees, as well as an inside look at how their departments serve the residents of the city.

Between March and May, we completed work on six pieces focusing on the annual budget as proposed by the City Manager. These videos highlighted how funds from the city are directed into programs and services that meet the needs of residents. The Department of Human Service Programs, Cambridge Police Department, Cambridge Public Library, Community Development Department, and the City Manager’s Office each laid out the new and improved services that the FY2020 budget would support.

Several of the videos produced in 2019 were short messages that highlight important public information. The Traffic, Parking & Transportation Department used these videos to announce new city-wide speed limit changes and demonstrate how to safely open your car door to avoid causing injury to cyclists.

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The Department of Public Works highlighted their new brine truck road treatment pilot program, and the Election Commission informed voters of changes to the ballots and voting procedures that took place in the municipal election of 2019.

Lastly, the Cambridge Police Department launched a series entitled Ask CPD that takes questions from residents via social media and presents answers from Cambridge police officers. Topics addressed have included legal marijuana consumption, proper ways for residents to report traffic violations, and how to contact 911 by cell phone and text message.
In 2019, CCTV adapted to the new era of media distribution. CCTV programming has expanded its reach and is now available on streaming platforms Roku TV, Apple TV and Amazon Fire. We also proudly present our newly curated list of channels on our Vimeo page such as CCTV Talks, Coming Up Next on CCTV, 360 Filmmaking, All About Cambridge, as well as experimental, and short films.

We bid farewell to some of our oldest running series and replaced them with new ones, such as Puerto Rican Voices, Sidewalks Entertainment, Strata, and Spookshow Macabre to add more variety to the content we offer our audience.

We welcomed weekly live shows Meet the Problem Solvers, Renters Matter, The Heavy Foot Show, 9 AM News, The Comedy Talk Show with Ameera Abu-Alsaoud and The Storrow Drive Nighthawk Show.
After a breakout year, podcasting evolved into a growing storytelling platform, with our members creating their own: **Women are Here**, **Crime and Space**, and **Meet the Problem Solvers**.

In an effort to reduce paper waste, save the trees, and help save the environment, we introduced a digital option for submitting new singles or series. Producers now have the option to fill out a Program Distribution Agreement online and upload their programs through Google forms!

**CCTV’s programming department is committed to offering diverse and inclusive content, and continuing to climb new heights to provide an accessible platform for storytelling.**

**Hear From Our Live Campers**

**Judy Perlman**

“The idea for the show -- **Meet The Problem Solvers** -- came out of a driving wish to share ‘lessons learned’ about important topics for people who would not be likely to encounter these issues and ideas. What I have come to see is that working with people who are passionate about their work, helping them to describe the solutions they are working on, has become my passion. What have I learned? Being prepared for each show is essential for me to stay centered with the guest, ESPECIALLY if it’s an emotionally loaded topic for me.”

**Richard Sheingold**

“My experience this 2019 can only be described as fulfilling. Since I was a child, I’ve always wanted to be a broadcaster. The adventures happen when I don’t prepare entirely and I have to rough it. All the guests I’ve had have been great memories each in their own way. My favorite topics are sports and poetry.”

**Valerie Bonds**

“I am very pleased and enthusiastic about the journey I’m having as a member of CCTV in my show called **Platform**. My most memorable moment was with a member of the Cambridge Police Department televising their Secret Santa for Seniors Initiative. Favorite topics are any and all matters associated with the Cambridge community and our residents.”
Youth Media Program: Junior Rangers

CCTV’s year round Youth Media Program provides a vibrant media arts and work experience for Cambridge teens. The Summer Media Institute is the cornerstone, serving teens in a 6-week program in July and August. The School Year Production Program meets 3 afternoons each week during the school year.

The Spring semester began with a collaboration between the Youth Media Program and MIT’s Priscilla King Gray Center. CCTV hosted a group of MIT undergraduates for an Alternative Spring Break experience and led them through digital storytelling workshops and 360° filmmaking. By the end of the week, students had produced their own films about climate change, along with one virtual reality piece they created as a group. The week was led by former Youth Media Coordinator Jordy Brazo and Teaching Artist Xia Rondeau and culminated in a screening for peers at MIT.

Youth participants from the Spring 2019 School Year Production Program, led by Youth Media Coordinators Michelle Falcón, Xia Rondeau, and Teaching Artist Gregory Romein, began the semester exploring social justice through film. Starting with a narrative, the teens worked in small groups to come up with short, unscripted stories that depicted various social issues like sexism, racism, and immigration. Many of the films focused on microaggressions students and their peers faced on a regular basis.

In the last portion of the Spring semester, the youth created profiles on people they thought were interesting. Each group was able to pick a topic that was important to them and then find someone to interview about the subject.
The profiles featured Kayla Myers, a painter from Boston Youth Underground, an acting troupe that uses theatre for social change, Ian Kennedy, a 16 year old shoe reseller, and Sona, a young Muslim woman living in Cambridge. Each piece explored the unique perspectives of their subjects and offered viewers a glimpse into their lives.

The Summer Media Institute (SMI) hosted its 29th annual screening at the Cambridge Public Library. It was a unique one, featuring a wide range of projects produced over the course of 6 weeks after youth and staff experienced a brand new program structure. Along with SMI’s usual field production films, the screening showcased media art installations, studio production shoots and green screen shorts, and the first-ever youth produced 360° virtual reality projects which were viewed by audience members in CCTV’s new Oculus Go headsets.

Youth participants cycled through 3 production modules: Virtual Reality, led by Youth and Immersive Media Coordinator Xia Rondeau and Teaching Artist Yanka Petri, Studio Production, led by Teaching Artists Sara Pagiaro, Joshua Arevalo, and Visiting Artist Keaton Fox, and Field Production led by Teaching Artists Gregory Romein and Masoud Arabkouchehkhatibi.

The Virtual Reality module led students on an exploration into climate change through the lens of water. Participants spoke with numerous professionals in the field and visited various locations, including the Cambridge Public Health Department, Alewife Brook Parkway, and the marine biology Rotjan Lab at Boston University. The Field Production module had students identify and profile changemakers from their community. Lastly, the Studio Production module filmed musical performances and interviews with people involved in youth development and mentoring. Collaborators included The Possible Project, Summer Discovery, MIT, and Berklee College of Music.

The teens went on many fun field trips, which included the MIT Museum, WGBH and Emerson College. SMI again collaborated with Emerson for a 16mm Workshop led by CCTV Board Member and Professor Shaun Clarke. Youth participants were exposed to many professional settings and people who gave them a look into what a future in the media arts field could look like.

2019 Junior Rangers
The trek through 2019 was an exciting one for Cambridge News, CCTV’s citizen journalism initiative! From articles and podcasts to mini-documentaries, our journalists have effectively covered Cambridge issues through a variety of media. Our team of reporters, 16 community members and interns, produced 101 stories about the ins-and-outs of our city. At a time when local news coverage is not often prioritized, our team is doing such important work, and we’re looking forward to continuing our growth!

Cambridge residents participating in our program receive free access to CCTV membership and classes. Community organizations participating in Cambridge News have the chance to spread the word to a local and global audience about stories related to their causes. And those participating in the CCTV News Internship Program receive college credit and real-world experience and training provided in the program.

2019 Cambridge News Team:

16 Volunteer Reporters
101 Original Stories

Big thanks to everyone who contributes to and consumes CCTV Cambridge News!
Some notable productions from the trail include:

2 successful Project Journalism Classes which resulted in three completed projects:

- **Save Community Media**, discussing the fragile position community media centers (such as CCTV) are in due to diminishing cable subscribers and rulings made by the FCC,
- **Cambridge Organization Profile: Central Square Business Improvement District (CSBID)**, a brief overview of Central Square Business Improvement District (CSBID), and
- **Cambridge Artist Profile: Bao Song**, a profile of a Cambridge-based filmmaker, photographer and musician.

1 new video series, **Community Media Stories**, a collection of pieces profiling the deep involvement by our members.

Several additional projects including:

- **Islamic Society of Boston (ISB) Neighbor’s Iftar**, a short documentary showing an evening during Ramadan where the Islamic Society of Boston invited neighbors to join them in their break-fast,
- **Profiles of Cambridge** by Ryan Normandin, a podcast series featuring fascinating people of Cambridge, and
- **Liverpool FC Has Found a Home in Cambridge MA**, a short video about how a local Cambridge bar has become the place to go to cheer on Liverpool Football Club.

And MANY more!

2019 Interns by Department

**Archive**: Kathy Cannon, Jason Ong
**Cablecast**: Ameera Abu-Alsaoud, Claire Carvounis, Alex Gamota, Will Kurtz, Sivia Malloy, Lisan Mo, Adriana Monsalve, Cole Randall, Gabrielle Seymour, Bernard Smigel, Wayne Robinson, Johnnie Williams
**Cambridge News Reporters**: Josh Artman, Siobhan Bredin, Tanina Carrabotta, Mike Goodman, Kristina Kehrer, Helen Kobek, Beverly Mire, Richard Sheingold, Maurice Wilkey
**Production**: Rachel Alatalo, Tricia Bitetto, Alice Dettmer, Nick Englander, Beck Hamlin Bethany Hamlin, Cameron Lee, Moussou N’Diaye, Afnan Nehela, Jose Negron, Sean O’Leary, Jocelyn Ramirez, Malcolm Sullivan, Erin Tackney, Najifa Tanjeem, Maya Valentine
**Computer CENTRAL**: Prince Albangbe, Beth Luchner, Nicurtis Robinson McCaskill
**Carpe Kalendarium**: Sean O’Leary, Erin Tackney
Senior Technology Foot Trail

Hiking through the trail of technology is a constantly changing and evolving adventure!

The Senior Technology Programs at CCTV serve the technology needs of older adults. The Computer for 50+ drop-in times on Mondays were well attended with 137 older adults visiting the lab for help. Beth Luchner and Brad Glanden came together to support and serve the participants, including offering technology assistance and guidance as well as teaching, in total, 43 mini lessons (15-30 minute lessons during Monday drop-in hours).

CCTV was the venue for 6 one-to-many courses. CCTV staff developed and taught courses on Data Storage Options and Word Processing Options, while Google again teamed up with CCTV to offer a one-to-many course on Google Apps 2.0.

You can encounter some deceiving paths on the trail of technology. To keep CCTV seniors safe and up-to-date, CCTV partnered with the Cambridge Police Department and Google to create classes around how to protect yourself from internet scammers, with class topics such as Scams Targeting Seniors and Internet Security 101.

CCTV brought various groups of volunteers in for eight one-to-one technology sessions through the Bring Your Own Device series, including students from Boston University, Tufts University, MIT’s Sloan School of Management and community group Upgrade Cambridge. Google continued to serve older adults with two Age Engage classes where seniors received individualized internet and computer training. Through these learning opportunities, CCTV served 103 unique students in the Senior Technology Program.
In 2019, the **HOT STEAM II: Science/Video/Art Screening** (a screening of beautiful and bizarre videos that investigate the magic combination of science, art, and technology) established itself as a unique annual event with exponential growth.

An international open call for video art was created which resulted in 258 submissions from over 10 different countries. Because of the high volume of new works, **Keaton Fox**, the founder of the **HOT STEAM** screening series, brought on guest curator **Caroline Castro**, lead graphic designer at the **Frost Museum of Science** in Miami, Florida to help conceptualize the final shortlist.

Fox’s background in the arts mixed with Castro’s experience in all things science made for a winning balance of final selections that tackled the beautiful and complex combinations of art, science, and technology.

Not only was there an influx of video submissions but the screening was moved to accommodate more attendees. The **MIT Museum** hosted the screening, which took place on April 18th, with over 100 attendees.

A thought-provoking Q&A followed, with featured artists **Isabel Beavers, Weather Man, Misha Rabinovich**, and **Haley Albert** fielding questions about creativity, global warming, and absurdity.

**HOT STEAM II** was made possible by the **Cambridge Science Festival**, **Brindha Muniappan** at the **MIT Museum**, **Keaton Fox** at **CCTV**, **Caroline Castro** from the **Frost Museum of Science**, and all of the organizations that helped promote the open call. We want to thank everyone involved for their enthusiasm and hard work.
Student Exhibition

In September, student work was shown in the Karen Aqua Gallery for CCTV’s Telling Stories with Photographs. Tanina Carrabotta, Adriana Monsalve, Barbara Noll, Johanna Pittman and Maureen Glynn explored the concepts of visual language and produced their own personal photo sequence.
Chair Beverly Mire convened CCTV’s Annual Meeting at 6:30PM on April 24. Susan introduced and thanked the staff. After introductions, she presented the financial report for 2018. Income for the year was lower than expected due to changes in GAAP and diminishing cable revenues.

Those holding appointed seats to the Board of Directors were announced: Nina Berg, Ceasar McDowell, George Metzger, Beverly Mire, and Steve Smith.

Shaun Clarke and Maurice Wilkey, running for two elected full board seats against Greg Moree, introduced themselves. William Boone, the unopposed nominee for a Member Representative seat, also spoke. Bill was elected on a voice vote.

Following the election were the annual awards:

- **Youth Member of the Year** presented to India Cordero
- **Trainers of the Year** presented to John Syzonenko and Patricia Egessa
- **Interns of the Year** presented to Tricia Bitetto, Rachel Alitalo, Will Kurtz, Anne Pierre, and Beth Luchner
- **Volunteers of the Year** presented to Jose Negron and Kent Thompson
- **Kristina Kehrer Producers of the Year** presented to Alanna Mallon, Sumbul Siddiqui, Tanina Carrobotta, and Beth Redmond Walsh
- **Business of the Year** presented to Anthony Marquette
- **Organization of the Year** to the Cambridge Public Library
- **The Rudy Award for Service Above and Beyond the call of Duty** presented to Rock Louis and Moussou N’Diaye
- **The Joseph Sakey Award** presented to Loop Lab
Metrics Mile: By The Numbers

Production by the Numbers!

51 events covered
7 In Case You Missed It episodes
27 Carpe Kalendarium episodes
175 municipal productions
39 live streamed events

Programming by the Numbers!

Total Hours of Programming
Member Produced Programming
2439 hours
Staff Produced Programming
1172 hours
Programming produced outside of Cambridge 5983 hours
Programming via Satellite 4836 hours
First Run Series Programming
1062 hours
Non English Programming 1848 hours

Live Programs
1220 Hours
Total Live Series in 2019: 42
New Live Series in 2019: 6

New Single Programs
Produced by members: 62
Produced by staff: 165
Produced outside of Cambridge: 106

New Series Programs
Produced by members: 2
Produced by staff: 5
Produced outside of Cambridge: 7

Total Series Programs
Produced by members: 5
Produced by staff: 6
Produced Outside of Cambridge: 52
Non english: 15

New Podcasts:
By members: 2
From outside of Cambridge: 1
Total podcasts: 3

Equipment Use by the Numbers!

Total use of all camera types: 1346 daily uses
(15% increase from 2018)
Total hours of video editing: 1567 hours (14% increase from 2018)
Total hours of all studio types: 2780 hours (871 for individual members with contracts)
Total commercial rental value of equipment used: $189,427.50

Facebook by the Numbers!

Total new likes: 376
(36% increase from 2018)
Average post reach: 75,191
(7% increase from 2018)

Top 3 highest performing videos:

Neighbors of Iftar Night at Islamic Society Boston
Estimated reach: 4.6k unique users

Live Coverage of the Cambridge Municipal Election
Estimated reach: 2k unique users

Folked Up on CCTV, May 14, 2020
Estimated reach: 1.2k unique users
Organizations Served

1369 Coffee House
826 Boston
A Better Cambridge
BAMS Fest, Inc.
Boston Book Festival
Bridge Over Troubled Waters
Brighton Main Streets
Cambridge Area Stronger Together
Cambridge Arts Council
Cambridge Camping
Cambridge Center for Adult Education
Citizens Coalition Candidate Forum
Cambridge Citizens Coalition
Cambridge Community Center
Cambridge Community Chorus
Cambridge Community Foundation
Cambridge Dispute Settlement Center
Cambridge Education Association
Cambridge Forum
Cambridge Historical Society
Cambridge NAACP
Cambridge Rindge and Latin
Cambridge School Volunteers
Cambridge Veterans Services
Cambridge Women's Center
Cambridgeport Neighborhood Association
Cambridge Economic Opportunity Committee
Charles River Conservancy
Central Square Theatre (Youth Underground)
Community Volunteer Clearinghouse
East Cambridge Business Association
Elders Climate Action Food for Free
Friends of CRLS
Galluccio Associates
Get in Shape for Women
Glocal Challenge
Green Cambridge
Harvard Common Concert Series
Harvard Film Archive
Harvard Square Business Association
Harvard University
Haitian Baptist Church
Homeowner's Rehab
Hong Kong Cambridge
HONK Festival
Hurley Street Neighborhood Farm
Jose Mateo Ballet Theatre
kettlebells4kids
innovation-Clean Energy Economy Pathways
Islamic Society of Boston
Just A Start
Lesley University
Little Brothers
Massachusetts Cultural Council
Mindful Boston
MindWise
MIT Department of Biology
MIT PKG Center
MIT Press Bookstore
Mount Auburn Cemetery
Museum of Science
Ocean River Institute
Per Scholars
Phoenix Landing
Porter Square Bookstore
Porter Square Neighborhood Association
Possible Project
Revels
Rotjan Lab @ Boston University
Shelter Music
Small Property Owners Association
Somerlele Festival
St Mary of the Annunciation
Sustainable Business Network of Massachusetts
TTT Mentor Program
The Trustees of Reservation
The Unitarian Universalists Service Committee
Upward Bound
The Walden Woods Project
Ward 6 Democratic Committee
West Cambridge Little Baseball League
World Ocean School
YWCA

City Departments

Cambridge Arts
Cambridge Health Alliance
Cambridge Police
Cambridge Public Health
Cambridge Public Library
Cambridge Water
City Manager's Office
Commission on Immigrant Rights & Citizenship
Community Development
Department of Human Service Programs
Department of Public Works
Election Commission
Find It Cambridge
Historical Commission
Inspectional Services
Mayor's Office
Participatory Budgeting
Traffic Department
22-CityView

CAMBRIDGE COMMUNITY TELEVISION ANNUAL REPORT 2019 23
CCTV keeps its finger on the pulse of emerging media and works tirelessly to remain prepared for exciting new production trends. The 2019 round of capital investments placed exciting new technologies in the hands of our community members, benefitting their programs and productions.

New additions to CCTV’s equipment inventory:

Four new Panasonic GH5 mirrorless DSLR cameras, lenses, filters, cases, and accessories. ‘Mirrorless’ cameras are an improvement to the DSLR. By removing the mechanical mirror and shutter mechanisms there is less weight, noise, and vibration in the operation of the camera.

New Insta360° cameras were added to the fleet of 360° degree recording devices. Our youth program has been experimenting with production of personal narrative videos using 360° cameras - with some wonderfully intimate results!
A Zoom H3-VR 360° degree audio recorder was added for capturing high quality binaural audio scenes. These types of audio feeds are capable of playing through VR headsets to create the perception that sound comes from a specific place in 3D spaces, regardless of the angle that listeners turn or tilt their heads.

Oculus Go virtual reality headsets were purchased to help bring better 360° and VR viewing experiences to our members. Oculus headsets have been deployed in production classes and public demonstrations of our VR and 360° work.

A new 48-inch Konova camera slider was added to the inventory. Sliders help stabilize single direction camera movements, adding really smooth camera movements to interviews, product shoots, and detailed closeups.

A DJI Ronin-M 3-Axis gimbal camera stabilizer was purchased which will help members smooth out their handheld camera work.

We upgraded a failing analog audio mixer in the main studio with a new Allen & Heath Qu-24C digital audio mixer. It allows us to record up to 16 independent audio tracks for later mix-downs in post production software.

We’ve made big improvements to the audio quality of our live program by installing $1200 of sound conditioning panels to the walls of the live set. Echo, reverb, and reflections have been reduced for the 35 weekly live shows on Channel 9.

It is important to note that some infrastructure updates have been made that not everyone will see on first glance.

In an effort to reconnect to the Cambridge audience that has cut the cable television cord, CCTV released apps into the Roku and Amazon Fire TV marketplaces. Including our AppleTV app released in 2018, content produced by CCTV and its members is now distributed over three major streaming set top device networks. Viewers may search the devices’ app stores for our full name “Cambridge Community Television” and you’ll find the app for streaming a huge selection of our newest content.

A new facility-wide server has been installed that serves as a repository of raw media for use in our organizational productions. Axle AI is a Boston-based software company that provides tools for storing, indexing, and analyzing video content across a local network. Staff began using this at the end of 2019 to store common video clips that are sure to be used in future productions, such as scenic shots, useful interviews, historical records, and more. Staff have used digital video libraries for completed productions for years, but this is the first experiment at CCTV for storing raw materials in a centralized location.
Google provided a generous grant, which provided funding for the Youth Media and Senior Technology Programs, the free training opportunities that CCTV provides to the Cambridge Public Library, and continued digital storytelling trainings.

On November 20th, CCTV hosted a small fundraiser, *A Civil Discussion in an Uncivilized World: are there limits to the First Amendment?* Hosted at the Central Square Theater, the conversation featured *Ceasar McDowell*, Professor of the Practice of Civic Design at MIT and CCTV Board member, and *Jim Braude*, host of *Greater Boston* and co-host of *Boston Public Radio* on WGBH.

Anonymous “speakers” write divisive, racist, anti-Semitic, xenophobic social media posts; news broadcasts and even conversations on our streets and in our homes promulgate disinformation and untruths, all while claiming First Amendment protection. How do we maintain constitutional rights as we seek to create a just and inclusive society?

“How do we have conversations,” Ceasar asked, “that make sense?” He continued, “How do we re-insitute responsibility” in a society that is rights based rather than responsibilities based? Jim identifies as a First Amendment absolutist, and prefers to rely on his fellow human beings to respond to hate speech rather than codify any sort of limitation or censorship of speech. He questioned whether people have a “right” to remain anonymous when commenting in the public sphere.

A Q and A followed the conversation, which may be viewed at cctvcambridge.org/civildiscussion. Food and drink were provided by Brothers Marketplace and Cambridge Brewing Company. Thanks to event sponsors Cambridge Savings Bank, Cambridge Trust, Eastdil Secured, Eastern Bank, Google, Irving House, JLL, MIT, and Sillari Enterprises.
National Park of Sponsors & Funders

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Fran Cronin
Connie Holmes (in honor of David Holmes)
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Judy Perlman
Peter Septoff
Beth Walsh-Bolstad
Carolyn Wilkins

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Steven Atlas & Lestra Litchfield,
Wilner Auguste, Peggy Barrett,
Cynthia Bauman, Ginny Berkowitz, Robert Boulrice & Margaret Carsley, Jim Braude & Kris Rondeau, Brother RA,
Angie Busch, Lai Sim Sarah Chiu,
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Eddie Tafoya, Isabel Tellez-Urech, Phil Weiss & Nomi Davidson, Maurice Wilkey, So Yee, Laurie Young & Evelyn Francis

Underwriters
Dunkin’ Donuts
Hong Kong Restaurant

A Civil Discussion in an Uncivilized World
Cambridge Savings Bank
Cambridge Trust Company
Eastdil Secured
Eastern Bank
Google
Irving House
JLL
MIT
Sillari Enterprises

A Civil Discussion in an Uncivilized World (Food & Drink)
Cambridge Brewing Company
Roche Brothers Catering
## 2019 Financial Statements

### Operating Support & Revenue With Donor Restrictions

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Revenue</td>
<td>$916,174</td>
<td>$916,170</td>
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<tr>
<td>Program Service Fees</td>
<td>$95,760</td>
<td>$100,932</td>
</tr>
<tr>
<td>Memberships</td>
<td>$33,543</td>
<td>$24,940</td>
</tr>
<tr>
<td>Grants &amp; Contributions</td>
<td>$252,550</td>
<td>$184,811</td>
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<tr>
<td>Special Events, net</td>
<td></td>
<td>$63,195</td>
</tr>
<tr>
<td><strong>Total Operating Support &amp; Revenue</strong></td>
<td><strong>$1,298,027</strong></td>
<td><strong>$1,290,048</strong></td>
</tr>
</tbody>
</table>

### Operating Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Expenses</td>
<td>$985,234</td>
<td>$995,854</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$263,762</td>
<td>$227,626</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$92,830</td>
<td>$116,737</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>$1,341,826</strong></td>
<td><strong>$1,390,217</strong></td>
</tr>
</tbody>
</table>

### Change in Net Assets from Operations

- **2019**: $(43,799)
- **2018**: $(100,169)

### Non-Operating Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest &amp; Dividends</td>
<td>$15,716</td>
<td>$14,097</td>
</tr>
<tr>
<td>Realized &amp; Unrealized Gains</td>
<td>$167,284</td>
<td>$(9,059)</td>
</tr>
<tr>
<td><strong>Total Non-Operating Revenue</strong></td>
<td><strong>$183,000</strong></td>
<td><strong>$5,038</strong></td>
</tr>
</tbody>
</table>

### Change in Net Assets

- **2019**: $139,201
- **2018**: $(95,131)

### Net Assets Beginning of Year

- **2019**: $2,769,767
- **2018**: $2,864,898

### Net Assets End of Year

- **2019**: $2,908,968
- **2018**: $2,769,767
**Board & Staff**

**Staff at Year End**
- **Susan Fleischmann**
  Executive Director
- **Sean Effel**
  Associate Director of Operations
- **Seth Myer**
  Production Coordinator
- **Peter Levine**
  Media Production Educator
- **Ellen Daoust**
  Media Arts & Technology Training Coordinator
- **Alfonso Mateo**
  Programming Coordinator
- **Xia Rondeau**
  Youth Media Coordinator
- **Maritza Grooms**
  Executive Assistant
- **John Melczer**
  Programming Assistant
- **Jason Ong**
  Membership Assistant
- **Josua Arevalo**
- **Wilgens Metelus**
- **Yanka Petri**

**Consultants**
- **Ginny Berkowitz**, Development
- **Cindy Houle**, Bookkeeper
- **Rob Welsh**, IT Overlord

**Board of Directors**
- **Nina Berg**, Clerk
- **William Boone**, Member Representative
- **Steve Campbell**
- **Shaun Clarke**
- **Fran Cronin**
- **Damnath De Tissera**
- **Ceasar McDowell**
- **George Metzger**
- **Beverly Mire**, Chair
- **Stephen Sillari**, Treasurer
- **Steve Smith**, Vice Chair
- **Maurice Wilkey**

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30 ADVENTURER’S GUIDE TO CCTV